

Park Street Business Association

March 1, 2011

TO: Alameda Historic Advisory Board

FROM: Robb Ratto, Executive Director
Park Street Business Association

RE: "The Red Onion" Restaurant, 1222 Park Street

I want to extend my organization's unqualified support for the current proposal of changing the signage at the former Amazon Aquarium store at 1222 Park Street. In 2007, my organization supported the change in what was then the Bernardi Cleaners sign. Then, as now, we contend that every business must have signage that clearly and accurately announces what the store is selling.

The Red Onion owners/developers are keenly aware of the art deco style of the building and desire to both preserve and enhance it. The restaurant will be a fine addition to the Park Street Business District community and its architectural landscape.

We look forward to having new signage at 1222 Park Street for this new endeavor that both compliments the original design intent of the building and proclaims the business as a restaurant. Thank-you in advance for your cooperation. If you have any questions, please feel free to give me a call.

Best Regards,



Robb Ratto

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